Wednesday • April 9, 2008
8:30 a.m. - 3:30 p.m.
Cone Ballrooms
Elliott University Center • UNCG

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AARP
Center on Aging, Motion Picture & Television Fund
The Bryan School of Business & Economics, UNCG
The Gerontology Program, UNCG
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Well•Spring Retirement Community
We’re making the case for 50+ workers.

Because experience has its rewards.

AARP North Carolina believes in the value of older workers and supports employers who recognize the importance of people over the age of 50 in an ever-changing and competitive workforce.

According to the U.S. Bureau of Labor Statistics, by the year 2010, one in three workers will be over the age of 50. AARP encourages employers to prepare themselves for potential labor shortages by recruiting and retaining workers 50+.

Visit our website at aarp.org/employerresourcecenter and use the workforce assessment tool to determine whether your company is prepared for the aging workforce or call AARP North Carolina toll-free at 1-866-389-5650.

HEALTH / FINANCES / CONNECTING / GIVING / ENJOYING
Registration pack pick-up and visit exhibits

Continental breakfast sponsored by the Center on Aging, Motion Picture & Television Fund

Welcome!
- Janice I. Wassel, PhD, RFG, Director, The UNCG Gerontology Program and Co-Director, MS in Gerontology – MBA Dual Degree Program
- James C. Petersen, PhD, Dean, The Graduate School, UNCG
- Vidyaranya Gargeya, PhD, MBA Program Director, The Bryan School of Business & Economics, UNCG
- Bob Jackson, EdD, State Director, NC AARP

Introductions – Neal E. Cutler, PhD, Executive Director, Center on Aging, Motion Picture & Television Fund

Keynote Presentation – *Grandma Stole My Ipod - How Technology Opens the World for Older Adults*
- Jack York, Co-Founder and President of It's Never 2 Late

Break

The Age Wave Meets the Technology Wave
- Richard Adler, Research Affiliate, Institute For The Future (IFTF)
- Viewing of the “IMAGINE” video from the Center for Aging Services Technology (CAST), a unit of the American Association of Homes and Services for the Aging (AAHSA)

Announcing Winners of the Waters of Life Design Competition
- Cosponsored by the Center on Aging, Motion Picture & Television Fund, Lutheran Retirement Ministries of Alamance County dba Twin Lakes, Passman Family Holdings LLC, and Steven D. Bell & Company

Buffet luncheon and visit with exhibitors
Sponsored by The Bryan School of Business and Economics at UNCG and the Center on Aging, Motion Picture & Television Fund

Old Boomers, New Enterprises, and Green Technologies: A Public Conversation
- Tommy Lambeth, Associate Professor and Chair, Interior Architecture Department, UNCG
- Dennis Quaintance, President and Developer, The Proximity Hotel
- Bill Strang, Vice President, Operations, TOTO USA
- Rick Moody, Moderator, Director, Office of Academic Affairs, AARP

The Aware Home at Georgia Tech: A Smart House
- Brian Jones, Associate Director, Aware Home Research Initiative, Georgia Institute of Technology

Age Branding: The Challenges for Marketing in an Aging Society
- Rick Moody, PhD, Director, Office of Academic Affairs, AARP

Closing Remarks and an invitation to view all Waters of Life design competition entries in the new UNCG Gatewood StudioArts building
Richard Adler, MA, MBA, is a Research Affiliate at the Institute For The Future (IFTF) in Palo Alto, CA. His early research focused on the intersection of aging and technology. While on the staff of SeniorNet, he built a national network of more than 100 Learning Centers offering computer classes designed for older adults. He also conducted the first national study of computer use by seniors and designed and directed an award-winning online project that enabled older adults to engage in discussions of important national issues. At IFTF he is co-leading a multi-client research program called Boomers: The Next 20 Years. Adler believes the aging of our population provides exciting opportunities for innovation. He also contributes to several IFTF programs, including Health Horizons, where he works on anytime anywhere health care and games for health. Among Adler’s major concerns is how technology and business will interact over the next two decades, as Boomers move through middle age into later life. Adler forecasts new technologies affecting daily life and envisions innovative opportunities to apply technology to real-world problems. Both the content and cost of health care will be deeply affected by Boomers, computer technologies, and an increasingly technology-literate society.
radler@digiplaces.com  Visit www.iftf.org

Neal Cutler, PhD, is Executive Director of the Center on Aging, Motion Picture & Television Fund (MPTF) in Woodland Hills, CA and Adjunct Professor in the UNCG Gerontology Program. Previously he held the Boettner/Gregg Chair in Financial Gerontology at Widener University in Chester, PA, where he was Professor, School of Business Administration, and Professor, School of Human Service Professions. From 1973 to 1989 he held a joint appointment as Professor of Political Science and Professor of Gerontology at the University of Southern California, and was Associate Director of the USC Andrus Gerontology Center’s Institute for Advanced Study in Gerontology and Geriatrics. Dr. Cutler is also Vice President and Dean of Educational Programs of the American Institute of Financial Gerontology (AIFG), a professional educational partnership with the American Society on Aging and UNCG. AIFG provides specialized gerontological training to qualified financial services professionals leading to the Registered Financial Gerontologist™ (RFG) designation. His over 200 publications include four books. Cutler is Associate Editor of the Journal of Financial Service Professionals and since 1990 has written the journal’s column on “Financial Gerontology.” ncutler@mptvfund.org
Visit www.mptvfund.org and www.aifg.org

Vidyaranya B. Gargeya, PhD is a Professor in the Department of Information Systems and Operations Management in The Joseph M. Bryan School of Business and Economics and is Director of the Master of Business Administration Program at UNCG. He holds a bachelor’s degree in Chemical Engineering from Andhra University, Visakhapatnam, India, a Post Graduate Diploma in Management from the Indian Institute of Management, Bangalore, and a PhD in Business Administration from Georgia State University. His teaching and research interests include Operations Management, Global Operations Strategy, Total Quality Management, Supply Chain Management, Information Technology for Operations Management, and Service Operations Management. In 2006, Dr. Gargeya received the UNCG Alumni Teaching Excellence Award for his contributions to teaching. vbgargey@uncg.edu
Visit www.uncg.edu/dae

Robert (Bob) N. Jackson, EdD, is State Director of AARP’s North Carolina State Office in Raleigh and has worked with AARP since 1989. Prior to becoming the State Director in November 1995, Jackson was Senior Program Specialist with AARP’s Health Advocacy Services in Washington, DC, where he coordinated AARP’s Medicare/Medicaid Assistance Program, a national 4000-volunteer, 41-state Medicare/Medicaid and insurance counseling program. He specializes in Medicare and Medicaid eligibility and benefits, claims and appeals procedures, comparing private supplemental and long term care insurance options including managed care. Jackson has taught at Guilford College and North Carolina A&T University and has written many articles, pamphlets, product guides, and training manuals on consumer rights, Medicare, medigap insurance, managed care and long term care insurance. Jackson has a Masters and Doctorate in Adult Education from North Carolina State University with an emphasis in Gerontology. RJackson@aarp.org
Visit www.aarp.org and http://www.aarp.org/statess/nc/

Brian Jones, MSEE, is Associate Director of the Aware Home Research Initiative at the Georgia Institute of Technology in Atlanta. The Aware Home “smart house” offers a residential laboratory for a broad range of physical and social scientists to test interactions among older persons and technology. By examining available and developing technologies, Aware Home researchers evaluate how technology can be used to keep older people independent longer – from future robotic tools for the home, to technologies that help communicate and coordinate chronic care management in the home, to entertainment and media in the home. brian.jones@imtc.gatech.edu  Visit http://awarehome.imtc.gatech.edu/
Speakers and Panelists continued …

C. Thomas (Tommy) Lambeth, MLA, is Chair and Associate Professor of the UNCG Interior Architecture Department. He holds a Master of Landscape Architecture and Bachelors of Product Design from NC State University. Lambeth teaches Environmental Design, Design Graphics, Interior Design, and Advanced Interior Design. He continues a professional practice as Principal Designer of Designworks, consulting in landscape architecture, product design, environmental design, and graphics. His most recent activities and awards include Director of the Nordic Design and Scandinavian Studies Programs, University of Oulu School of Architecture faculty exchange, participation in the Design Path Workshop in Kajaani Finland, and twice he has received the Outstanding Teacher Award in the UNCG School of Human Environmental Sciences. Lambeth had recent exhibitions at The Stage Gallery in Merrick, NY, Wake Forest University, the Greensboro Artists’ League, and the University of Oulu, Finland. clambe@uncg.edu Visit www.uncg.edu/iar

Harry R. (Rick) Moody, PhD, is Director of the Office of Academic Affairs of the AARP. He also serves as Senior Associate with the International Longevity Center-USA and Senior Fellow for Civic Ventures. Dr. Moody previously served as Executive Director of the Brookdale Center on Aging at Hunter College and Chairman of the Board of Elderhostel. Dr. Moody is the author of over 120 scholarly articles, 5 books, and three widely circulated e-newsletters: The Soul of Bioethics, Human Values in Aging, and Teaching Gerontology. A doctor of philosophy who really is a philosopher, having taught philosophy at Columbia University and the University of California, Berkeley, Rick is both an ethicist and a specialist in age branding and marketing. He will engage participants in a discussion of the ethical issues raised when technology is introduced into an older person’s home and life – privacy, telemedicine, and informed consent. hrmoody@yahoo.com Visit www.aarp.org

Dennis Quaintance is President and Developer of the Proximity Hotel, one of the “greenest” hotels in the U.S. The building’s design and construction followed guidelines of the Leadership in Energy and Environmental Design (LEED) Green Building Rating System, the nationally accepted benchmark for the design, construction, and operation of high performance green buildings. Named after the Proximity Cotton Mill, a major denim and cotton production facility in Greensboro of the late 1800s and early 1900s, externally the hotel recreates the mill, but internally it is high-tech and environmentally “green” in its use of recycled building materials, solar heating, water conservation mechanics, and geothermal heating. qwrhinfo@qwrh.com Visit www.proximityhotel.com/green.htm

Victor Regnier, FAIA, FGSA, is an architect, researcher, teacher, and author whose career focuses on the intersection of housing and community design and older people. He holds a joint professorship in the University of Southern California School of Architecture and the USC Davis School of Gerontology, the only such joint appointment in the United States. He is also the only person in the US to be a Fellow of both the Gerontological Society of America (GSA) and the American Institute of Architects (AIA). Mr. Regnier has published six books, including Assisted-Living Housing for the Elderly: Design Innovations from the United States and Europe, and over 50 articles and chapters. He has received national awards from the American Society of Landscape Architects and the GSA and is the only architect to receive the Powell Lawton Award for applied research. He has won Fulbright scholarships for research on senior housing in Western Europe and Scandinavia, has designed children’s museums and homeless shelters as well as assisted living facilities, and co-teaches a summer architectural course at the Harvard Graduate School of Design. regnier@usc.edu Visit http://arch.usc.edu

William (Bill) L. Strang is Vice President of TOTO USA. TOTO sets the standard for water use efficiency in the bathroom, with products that meet requirements of the US EPA WaterSense program. A critical factor in the process of water conservation is engaging everyone in the process. That engagement means TOTO enables employees to become key stakeholders in the process of sustainability at the plant level. TOTO also engages the customer in an experience in the bathroom space that provides a reduction in water consumption without sacrificing performance or personal comfort. This is especially important as TOTO introduces products and services to “boomers” seeking an adaptive living space.

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Speakers and Panelists continued ...

Janice Wassel, PhD, RFG, is Director of The UNCG Gerontology Program and a member of the Department of Sociology faculty. Dr. Wassel holds a dual degree from The Pennsylvania State University in demography and sociology. Wassel is also a Registered Financial Gerontologist and teaches for the American Institute of Financial Gerontology. Wassel’s gerontology research interests focus on: the Senior Sandwich Generation, the Sociology of Finance, how couples and families make decisions about retirement timing, post-retirement employment after forced retirement and financial allocation decisions, cohort studies, pension wealth, the relationship of family caregiving and depression, and family structures and decision-making in caregiving relationships. Dr. Wassel is recognized for innovative curriculum development activities as a founding member of the North Carolina Gerontology Consortium and as organizer of a new UNCG Gerontology Research Network of over 50 UNCG faculty within 17 departments pursuing interdisciplinary courses and research affecting aging populations. Wassel was integrally involved in the creation of the dual degree MS in Gerontology – MBA and the new Aging and Business Masters Degree concentration at UNCG.  jwassell@uncg.edu  Visit www.uncg.edu/gro

Jack York is founder and president of It’s Never Too Late (IN2L), a technology company that creates, adapts, and provides interactive software and hardware to engage older persons to stay physically and mentally active. “Because it’s never too late to learn, it’s never too late to introduce the power of technology to the elders in your community. At It’s Never 2 Late, we develop life-changing solutions that empower individuals to benefit from today’s technology.” IN2L draws on a broad range of interactive “edu-tainment” software such as cognitively engaging games and exercises, specially-designed email interfaces, including vintage TV shows retrieved on demand, along side hardware such as oversized keyboards, touch-screens, and including bicycle pedaling units and automobile steering wheels – all to keep older persons informed, educated, and engaged.  jyork@in2l.com  Visit www.IN2L.com

Plan to attend our April 2009 summit
Special Thanks To

The Daniel Faust Trio
Daniel Faust, drums
John DeMas, bass
Andrew Shillito, guitar
for musical entertainment

Rent-A-Center
for the Public Conversation furniture

&

Sigma Phi Omega
Delta Gamma Chapter
national gerontology honor society members
for providing conference volunteers
Waters of Life

The challenge: to design a bathing space promoting therapeutic cleansing, adaptation to the aging process, and a sense of home.

The participants: undergraduate and graduate interior design or interior architecture students throughout North Carolina universities, colleges, and community colleges.

The sponsors: Center on Aging, Motion Picture & Television Fund Lutheran Retirement Ministries of Alamance County dba Twin Lakes Passman Family Holdings LLC Steven D. Bell & Company

The winners! Gregory Adam, UNCG Amanda Gordon, UNCG Kimberly Jarrett, WCU April Lewis, UNCG Susan Melton, UNCG Ray Olive, WCU

Their faculty: Jane Nichols, Western Carolina University Candace Roberts, Western Carolina University Novem Mason, UNCG Cathy Nowicki, UNCG

Panel of Judges:

Victor Regnier, FAIA, FGSA, Chair, Panel of Judges, University of Southern California, http://arch.usc.edu
Anne Bowers, IIDA, ASID, One Design Center, Inc. www.onedesigncenter.com
Robert Miles, Kavanagh Development. www.kavanaghdevelopment.com
Jim White, AIA, Triad Design Group, www.triad-designgroup.com

Congratulations to winners!
Thanks to their faculty & judges!

April 9, 2008
The UNCG Gerontology Program

The UNCG Gerontology Program performs applied research and investigates interdisciplinary connections in the fields of business, aging, and education. We combine research and teaching interests of the university with economic development opportunities in the region and nation. UNCG is one of the few academic institutions nationally recognized for active pursuit of the connections among business, aging research and education!

Offering Five Unique Degrees!

- **Dual Degree Master of Science in Gerontology - MBA.** Requires 57 credit hours of course work. In cooperation with the Bryan School of Business and Economics, the UNCG Gerontology Program is home to the country’s first Dual Degree MS Gerontology-MBA Program. Our current research program focuses on the gerontology-business relationships in the context of 21st century patterns of demographic change and family dynamics.

- **New! Master of Science in Gerontology with an Aging and Business Concentration.** Requires 43 hours of course work with a 6 hour thesis option. Graduates of the aging and business concentration are prepared to integrate the critical issues of aging and business across a wide-range of settings including health and wellness programming, older adult housing and retirement communities, product development and marketing, policy and program development, and financial gerontology.

- **Master of Science in Gerontology with Nonprofit Management Certificate.** Requires 43 hours of course work with a 6 hour thesis option. Focuses on applied research and practice that investigates the interdisciplinary connections among aging and the growing demand for trained professionals in public service within local, state and federal agencies.

- **Master of Science in Gerontology.** Requires 37 hours of course work and internships/research experiences with a thesis and non-thesis option. Focuses on the practice of applied gerontology in such settings as aging network agencies, policy and planning organizations, health care agencies, and consumer associations.

- **Post-Baccalaureate Certificate in Gerontology.** Requires 16 credit hours of course work. Students may combine a Post-Baccalaureate Certificate in gerontology with another degree through consultation with the Director of the Gerontology Program and the department of interest.

- **Visit [www.uncg.edu/gro](http://www.uncg.edu/gro) for details!**
Visit UNCG Gerontology Program 2007-2008

STUDENT INTERNSHIP POSTERS
in the exhibit area!

Triangle Agencies Anticipating Disasters: Implementing, Evaluating, and Sustaining a One-Year Demonstration Grant
Student: Alicia Blater
Preceptors: Martha Grove Hipskind, MSPH, and Joan Pellettier, Director, Triangle J Area Agency on Aging.

Come to think of it: A counselor looks at advocacy for the Patient and Caregiver dealing with Alzheimer’s
Student: Helen M. Mack
Preceptors: Dean Burgess, Director, & Joyce Troyer RSVP Director at Northwest Piedmont Area Agency on Aging

Forsyth County Adult Care Home Community Advisory Committee
Student: Bennie S. Oates
Preceptor: Grecia Jones-King, Northwest Piedmont Area Agency on Aging

Ethnographic Study: An Oral History Project with Elderly Montagnard Refugees
Student: B. Burgin Ross
Preceptor: Rene Griffin, Senior Resources of Guilford

The Changing Face of NC’s Senior Centers: Boomers and Beyond
Student: Catharine Sutherland
Preceptor: Blair Barton-Percival, Piedmont Triad Council of Governments Area Agency on Aging

Implementing a Training Curriculum for Direct Care Workers in Adult Day Services
Student: Margaret Brown Rakestraw
Preceptors: Teresa Johnson and Chip Cromartie, Adult Day Services Resource Center of North Carolina

These UNCG Gerontology Program students also are members of the national gerontology honor society
Sigma Phi Omega - Delta Gamma Chapter.
Careers in Aging Week
April 13-19, 2008

To help train the many workers needed in the field of aging, colleges and universities have dramatically increased their educational programs in aging. People interested in this diverse field can enter at any educational level and through many disciplines, professions, and clinical areas, such as social work, nursing, counseling, recreation, public policy, long-term care administration, medicine, architecture, psychology, adult education, and rehabilitation therapy.

Is the field of aging a possible career choice for you? Where do professionals in aging work? What do they do? What educational programs are available?
To learn more, visit www.CareersInAging.com.

IMAGINE is a 10-minute DVD video provided to Aging Is Good Business 2008 summit participants. IMAGINE is produced by CAST, the Center for Aging Services Technologies. The IMAGINE video provides a glimpse, through the eyes of one family, of what the future of aging could look like with help from developing technologies that are possible, practical and affordable.

Established in 2003, CAST has become a national coalition of more than 400 technology companies, aging services organizations, research universities, and government representatives. CAST’s mission is to unleash the potential of technology for innovative development across the continuum of health care, housing and services for the aging. CAST member Intel Inc. generously donated copies of the IMAGINE DVD for our 2008 Summit participants. To learn more about or join CAST, visit http://www.agingtech.org.

The UNCG Gerontology Program invites prospective and current students, alumni, and professionals to our

**GRADUATE STUDY IN GERONTOLOGY INFORMATION SESSION**

**Tuesday, May 6, 2008**
**5:00 to 6:30 pm**
**Room 1302 • MHRA Building**
Corner of Spring Garden and Forest Streets

Faculty, students and alumni share insights about:

- The newly created **Aging and Business Concentration** and other MS degree program options including the dual degree **MS in Gerontology-MBA**
- The 16 credit hour post baccalaureate **Certificate in Gerontology**
- How to “**test drive**” gerontology graduate study through the Visions Program

For more information visit [www.uncg.edu/gro/news](http://www.uncg.edu/gro/news) or call 336-256-1020. Parking is available in the Oakland parking deck near Spring Garden and Forest Streets.
Aging Workforce Research at the UNC Institute on Aging

At the UNC Institute on Aging, our research focuses on aging workforce topics that will affect the current and future workplace:

» work experiences
» careers
» recruitment
» retention
» retirement
» caregiving

Resources we offer include:

» research programs on human resource management issues of an aging workforce
» labor force forecasting
» research programs in long-term care and continuing care retirement communities
» workplace research and consulting

For further information contact Peter Stein, Ph.D., Research Scientist and Assistant Director for Aging Workforce Initiatives

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4100 WELL SPRING DR. GREENSBORO, NC 27410 • www.well-spring.org
You are invited to view all Waters of Life design competition entries in the new UNCG Gatewood Studio Arts building on Highland Avenue just off Spring Garden Street.

**Free parking for Aging is Good Business summit**

participants who exit the UNCG Oakland parking deck

*by 4:30 pm* following the summit and *show this program* to the parking deck attendant!
Each Bell Senior Living community provides services to allow residents to maintain their independence and personal freedom. Because needs change as we grow older, Bell Senior Living communities adapt to accommodate each stage of our residents’ retirement years.

Often a major life change brings a resident to a Bell community. Although the stress resulting from this change can seem overwhelming to residents and their families, the compassionate Bell staff is there to help ease the transition from one stage of life to the next. This is accomplished through extensive assessments to ensure that the most effective program of care is created for each resident. This attention to detail helps us provide the best in assisted living and memory support. Every Bell community guarantees innovative services, warm, comfortable surroundings, and a superlative staff.

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